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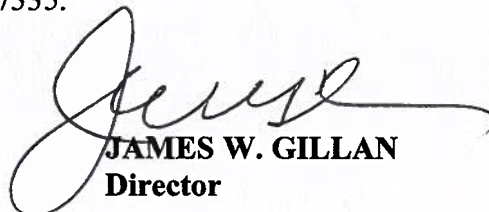
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The Department of Public Health and Social Services' Tobacco Prevention and Control Program announces the launch of Guam's Tobacco Cessation Quitline (1-800-QUIT-NOW), a service for youth ages 11 years to 17 years old beginning February 1, 2012. Guam's youth who are tobacco users can now access the free and confidential telephone counseling resource to help them quit.

Tobacco is a major cause of premature death and disability on Guam. According to the Guam Department of Education 2007 Youth Risk Behavior Survey, it was found that approximately 26% of male youth in schools on Guam were smokers and 22% were female. Youth rates show that those in school were 81.9% more likely to try quitting, with slightly less quit attempts for youth in government facilities or private organization, at 77.7% and 68.5% respectively. The addictive effect of nicotine makes quitting difficult. Medical experts strongly urge all smokers to quit using tobacco, to protect their health and the health of their families. Because of this DPHSS has committed resources for an exclusive Guam telephone quitline.

Funded through grants from the U.S. Centers for Disease Control and Prevention, trained telephone counselors from Alere Wellbeing, Inc. will be available to assist Guam youth smokers through the quit experience. The Quitline is available for questions and registration, 24 hours a day / 7 days a week. QuitCoaches are available for personalized assistance between the hours of 9:00 PM – 5:00 PM ChST.

For additional information on Guam's Tobacco Cessation Quitline, contact Elizabeth Guerrero at 735-7303 or Cerina Mariano at 735-7335.


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